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## **ADDENDUM NO. 1**

**Date: June 19, 2013**

### **Request for Proposal (RFP) No. 13-0219**

#### **MARKETING AND OUTREACH AWARENESS FOR RESIDENTIAL CURBSIDE TRASH COLLECTION SERVICES**

It is the vendor's responsibility to ensure their receipt of all addenda, and to clearly acknowledge all addenda within their initial bid or proposal response. Acknowledgement may be confirmed either by inclusion of a signed copy of this addendum with the initial bid or proposal response, or by completion and return of the addendum acknowledgement section of the solicitation. Failure to acknowledge each addendum may prevent the bid or proposal from being considered for award.

This addendum \_\_\_\_ does  X  does not change the date for receipt of bids or proposals.

The purpose of this addendum is to provide confirming information to all potential responding vendors in association with the cited Request for Proposals. The information provided herein summarizes questions submitted by vendors and County responses thereto:

**Question 1:** Is there a budget range that the County would like respondents to stay within?

**Answer 1:** Yes, not to exceed \$90,000, to include the \$10,000 media advertising allowance stated in line item 4 of the RFP's pricing section..

**Question 2:** Is the stated goal tied to any specific economic measurement? In other words, are we to bring about a change of behavior that must be quantifiable? That could have a large impact on the budget. (Overall Goal: *The goal of the marketing/media campaign is to increase single stream recycling awareness and the efficiencies associated with automated/semi-automated trash collection services to residents throughout Lake County, and to achieve a higher recycling rate.* )

**Answer 2:** No. However, the initiative is to educate the citizens of Lake County about the positive effects (i.e. environmental impacts) of recycling, and increase recycling participation/rates.

**Question 3:** The Scope of Work Tasks 4 and 5 call for paid media advertisements. The pricing page shows \$10,000 for third party paid media billings and or printing or distribution costs of marketing materials. Is this amount shown only to provide consistency when comparing pricing between responders? An effective campaign may require additional costs for these items. Please advise.

**Answer 3:** As with any allowance, line item 4 is intended to provide a common initially established cost factor applicable to all vendors for a specific element of work. However, the primary purpose and function of this line item is to ensure that the vendor doesn't exceed \$10,000 for advertising (local paper or magazine distribution) without prior approval from the County.

**Question 4:** Since we are allowed to provide an approach for this work, and one alternate approach, we would like to confirm that we can provide pricing for each that will be very clearly marked.

**Answer 4:** Yes

Firm Name: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Title: \_\_\_\_\_

Typed/Printed Name: \_\_\_\_\_